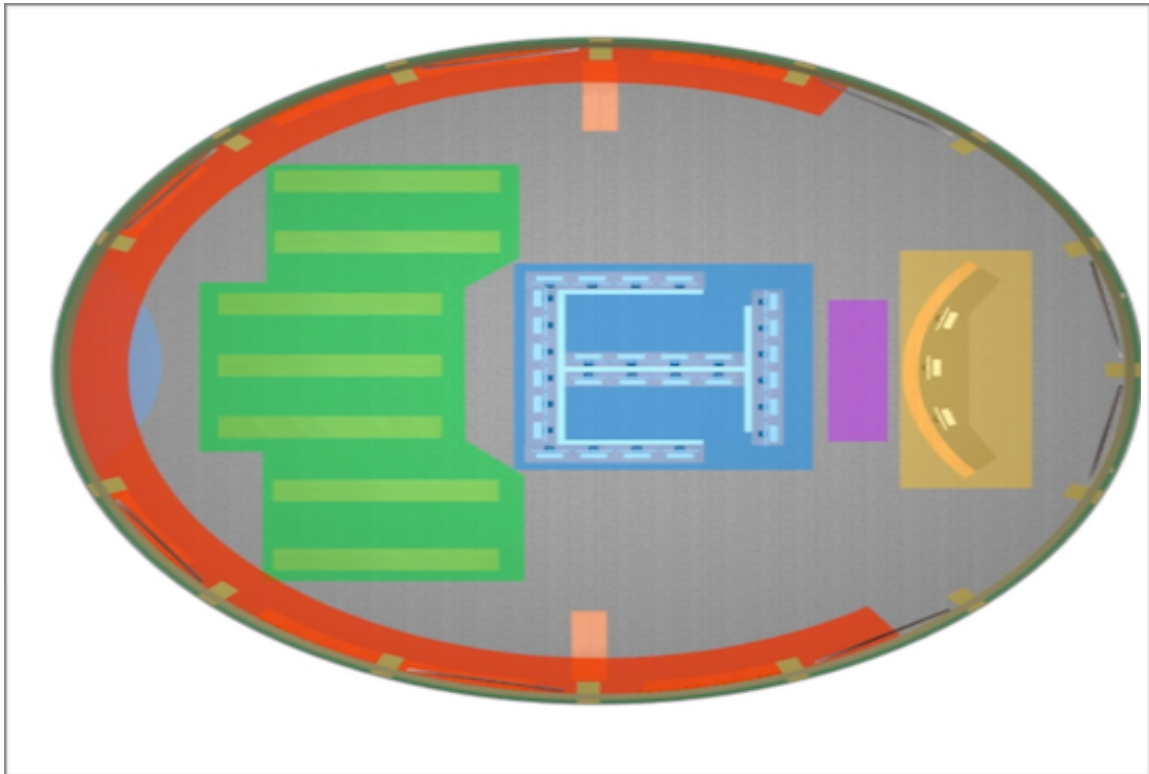


Showcasing Your Space

Designing a Virtual Library Tour



Librarians' Day of Sharing

June 11, 2014

Step One: Examine Your Library's Structure

It doesn't matter if your library is giant or tiny: it is more than just a warehouse of books thrown together in no particular order. Some librarians have sections, or stations, or displays, or work areas, or open spaces, or labs. The list goes on according to the diversity of functions that occur at any particular time in your learning space.

In my library, I have four major areas (two physical and two virtual): Fiction, Nonfiction, the Digital Library (website), and our school's Cyber Wiki. Again, every library is different. I knew I had to have four "chapters" in our virtual "book." I started drafting a script for each section, a little bit at a time. I wanted students to



narrate most of the script, so I had to make the lines easy for them to recite with energy and enthusiasm.

Step Two: Make a Gameplan

Be tenacious in your production. You can produce a video using a digital camera/recorder, iPad, or even a smartphone. If you want a more polished look, talk to your school's or district's media department. Speak to the videographers who cover the sporting events and set up a shooting schedule. Remember, your filming day

may have to be set months in advance due to the multitude of district events that have to be recorded.

Once you have your shoot scheduled, choose your narrators. You may choose to have speakers live on camera or in the background as footage is shown. Are you going to have a walking tour or a scanned model? Whatever you choose, the focus should be on the learning spaces themselves.

Keep your school's curriculum in mind when drafting the script, highlighting aspects of the library that will be most relevant to the teachers, most interesting to the students, and most helpful to the parents.

- **Hook the audience:** choose speakers with dramatic experience or incredible speaking voices. Look to the drama club, student officers, sports team captains, anyone who has experience in public speaking and motivation. They aren't afraid to emote when they speak.
- **Keep them engaged:** background music, videos combined with pictures, animation, anything to break up the monotony of a script sounding like a list of features. This is where media professionals can help you out.
- **Polish it up:** include captions and bylines to organize the presentation and keep the pace fluid for the audience to stay interested.

Step Three: Shooting Day

Before the big day, contact your videographers (if someone other than you is shooting) and make sure you have everything they need in your library. Spit and polish as much as possible so it sparkles on camera. Having a "craft services" table isn't a bad idea, either, and besides they do it in Hollywood! Meet with your speakers for a rehearsal and have them highlight key or difficult words and vocal stops so they know not to rush. Practice enunciating, pausing, and speaking clearly. Walk them around the library so they know what they are talking about.

On the day of your shoot, have water available for the speakers and videographers, as well as multiple copies of your script. Shut the library down (no phone, no visitors) and email your staff to alert them of the day's events. You will probably

have to work around the school's bell schedule so have a printed copy available for your film crew.

Once shooting starts, they will probably take footage samples first which does not require silence on the set. If you have speakers narrate over the footage, you will need to have a "sound room" such as a large storage room for taping the audio in a soundproof setting.

Editing and polishing can take up to a month to complete, so be patient. It will pay off for years to come.

Step Four: Be Cyber-Savvy!

Now that your tour is finished, upload it as a link on YouTube and promote it to your school community and beyond. Link it to your school website, your library YouTube channel, your library wiki, anywhere you can. Provide a training for teachers so they can see how to use your tour.

What a great project that will showcase and educate on your library program! Have fun and good luck!